



**COBIS** | COUNCIL OF  
BRITISH  
INTERNATIONAL  
SCHOOLS

# Haileybury Astana

25<sup>th</sup>-26<sup>th</sup> April 2019

VI COBIS Conference for Marketing,  
Business Development and  
Admissions Staff.

Nur-Sultan (Astana), Kazakhstan



# Thursday 25<sup>th</sup> April

08:00-08:15	Coaches pick up from Marriott Hotel
08:30	Registration
08:40	Welcome refreshments



To stay in touch with the hosts and other participants, please join our WhatsApp group

WhatsApp:  
<http://bit.ly/COBISNurSultan2019>

Session 1  
09:00

*Conference opening* - Hilary Arrowsmith, COBIS

*Welcome* - Mark Smith, Headmaster at Haileybury Astana

*Organisational strategy*

Ian Hunt | Chairman of the Board of Governors at Haileybury Astana and Haileybury Almaty

*“Certain Uncertainty in the Digital Era:  
How It Shapes Business and Influences Marketing Decisions”*

Erlan Ospanov | CEO Verny Capital Group

*Discussion on Strategic Marketing*

Dr. Patrick Duparcq | Dean, Nazarbayev University Graduate School of Business

*Panel moderated by Jim Buttery, Director Kazakhstan Attache for Education and Culture, British Embassy*



Free Wifi

Login: Guest

Password:  
newwithforte

 ForteBank

11:00 | Refreshment break

Session 2  
11:30

*Marketing Positioning: Where do you stand in the market?*

Tools and techniques to audit your school's position against the competition

Denry Machin | Dragonfly

*Selling Beyond your Culture*

Building trust; understanding cross-cultural communication styles; adapting your sales pitch and negotiation skills

Marcelo López Lara | Entrepreneur, CEO at GANUC

13:10 | Transport to Haileybury

13:30 | Lunch at Haileybury

14:30 | School tour

15:00 | Transport to Forte

15:30 | Networking refreshment break

Session 4  
16:00

*Neuromarketing: Manipulation or Winning Minds?*

Olga Abdrakhmanova | Director of Corporate Communication at Verny Capital Group

*Admissions vs Marketing: Which Matters Most?*

Denry Machin | Dragonfly



*Day one closing remarks*

17:30

COBIS and Haileybury Astana representatives

17:45

Day one closes

18:00

Coaches to Marriott Hotel

19:00

Coaches from Marriott Hotel to The Ritz Carlton  
Dinner: Mokki restaurant

22:00

Coaches from The Ritz Carlton to Marriott Hotel



# Haileybury Astana





## Friday 26<sup>th</sup> April

08:15

Coaches pick up from Marriott Hotel

08:30

Welcome refreshments

Session 5  
09:00

*Open Day Two*  
Hilary Arrowsmith

*#ContentStrategy: how will Gen-Z find your school online in the future?"*

Dan Price | Interactive Schools

*Building wider community – Alumni Association*

Gail Ganney | Governor, Haileybury Network Development

10:30

Refreshment break

Session 6  
11:00

*"How to produce a social media film in 90 minutes"*

Charlie Gauvain | Eye Film

13:00 | Lunch

Session 7  
14:00

*Data Management for the Admissions Office*

MacKenzie Hovermale  
| OpenApply

*#ContentStrategy: let's help you create one for your school*

Dan Price | Interactive Schools

15:20 | Refreshments break

Session 8  
15:40

*Top strategies to avoid tension between Marketing & Admissions teams and the Academic Staff*

John Medlicott | JMC Inset

*How Can Inbound Marketing help your Admissions, Marketing and Development Goals?*

Debbie Eisenach | Finalsite

*Social Media at International Schools*

Max Eisl | Finalsite

Session 8  
17:00

*Closing remarks*

17:15 | Conference closed

17:30 | Coaches to Marriott Hotel



# Conference Speakers



Erlan Ospanov



VERNY CAPITAL

CEO of Verny Capital Group

Erlan is the Founding Partner (2006) and Chief Executive Officer (2013) of Verny Capital Group with extensive experience across a wide range of sectors, such as investments, private equity, corporate finance, financial modelling, capital markets, asset management, real estate development, business valuation. Previously he worked as Deputy General Director of ATF Group in Kazakhstan and Deputy Treasury Director in Halyk Bank. His career path started in the mining industry with gold trading, processing and refining as well as pre-export financing. He graduated from Bauman Moscow State Technical University (robotics), KIMEP University (finance) and University for International Business (MBA).



Dr. Patrick Duparcq



Dean of Nazarbayev University Graduate School of Business - Professor of Marketing

Dr. Duparcq is a recognized technology strategist and technology visionary with twenty years of expertise in technology forecasting, marketing, and technology implementation. He has a track record of “predicting and planning for the next wave”. Over the last 20 years, Dr. Duparcq’s expertise in technology and marketing has helped companies to develop a digital strategy and implement technology in several business functions; he has helped some of Europe’s top business schools in positioning and globalization; he has also provided advice to federal, regional and local governments. In a 2008 book “Online Marketing Heroes” (Michael Miller, Wiley Publications), Dr. Duparcq was selected as one of 25 successful online marketing gurus shaping the ideas and views on online marketing.





Ian Hunt



Chair of the Board of Governors  
Haileybury Astana and  
Haileybury Almaty

Ian sits on a number of boards in the UK and the Middle East. He became Chairman in 2017. He is a former investment banker, headmaster of a leading UK independent school, and CEO of the oldest and most respected education consultancy in the world. Ian has led on international educational school projects globally and is a regular contributor to global education debates in the UK National and International press such as The Times, Financial Times, The Telegraph, and Huffington Post.



Dr. Denry Machin



Educational consultant.  
Dragonfly Training  
in Thailand.

Formerly Head of Upper School at Harrow Bangkok, and currently an educational consultant, Denry has considerable experience of schools operating in diverse and competitive contexts, particularly in Asia. Focussed on business thinking within education, his PhD led to publications on the economics of international schooling, organisational evolution and school marketing. Denry has written several business textbooks, including co-authoring the best-selling DK 'Business Book'. His popular blog focusses on school strategy, marketing, admissions and the challenges of Headship. Denry also lectures for Keele University on their MBA and PGCE programmes, serving also as a Governor at a start-up international school in Malaysia.

# Conference Speakers

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MacKenzie Hovermale



OpenApply Director at Faria Education Group

MacKenzie is the OpenApply Director at Faria Education Group, a leading provider of information systems for international schools, currently supporting over 10,000 schools worldwide. Since joining the OpenApply team, MacKenzie has helped over 300 schools take their admissions online with OpenApply. She has worked with hundreds more through conferences, workshops, and publishing the International Admissions Bulletin; spreading admissions best practices throughout the international school community.



Gail Ganney



Governor at  
Haileybury Almaty  
and Haileybury Astana

Gail is an entrepreneur and has been involved in education consultancy for 10 years. She most recently developed education software, in partnership with the Youth Sport Trust (YST), in the UK. This programme was a digitally delivered assessment of the whole child based on unique, educational content developed by the YST and distributed in over 1000 schools in the UK and internationally. She has a BSc in Civil Engineering and an MSc in Internet Programming. Gail educated her four children at Haileybury UK over 15 years and was Chair of the HPA (Haileybury Parents' Association) for four years. She is an honorary member of Haileybury's Alumni organisation, the Haileybury Society.



Dan Price

Storytelling Director at  
Interactive Schools

Dan is the Storytelling Director at Interactive Schools, a global speaker, and a champion for the use of social communications within schools. Dan believes in content authenticity, as this underpins meaningful and inspiring storytelling. Every school is different (and amazing), where each individual learning journey is varied and intertwined. Dan wants to help every school capture these stories in an effective way. Dan works with schools around the world, helping deliver content strategies that are shared, talked about, and loved. A self-confessed 'social junky' – Dan immerses himself in new social technologies – so that deeper understanding can be shared with the wider education community (as it is moving so fast!).



Olga Abdrakhmanova

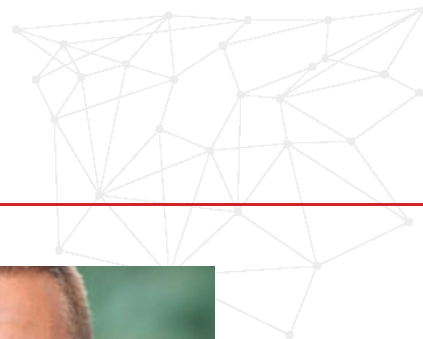


VERNY CAPITAL

Chief Communications Officer at  
Verny Capital Group.

Olga has 20 years of experience working in Communications and Public Relations in senior positions in the public and private sector in Kazakhstan (InterContinental hotel chain, Asian Development Bank, UK Foreign & Commonwealth Office). She is an Accredited Practitioner and Member of the Chartered Institute for Public Relations, UK having also graduated from Robert Gordon University, Aberdeen, as a Master of Corporate Communications and Public Affairs. In her current position as Chief Communications Officer at Verny Capital Group, she is responsible for corporate and public relations, and supervises marketing communications of the group's companies.

# Conference Speakers



**EYE** Charlie Gauvain  
**FILM** Managing Director at Eye Film

Charlie began his career in 1994 as an intern working in feature films in the USA. Initially working on low budget features before moving onto 20th Century Fox's Independence Day in New York. Since then Charlie has produced over 100 hours of documentary and drama for C4, ITV, BBC, Five, UKTV, Crime and Investigation and Animal Planet whilst managing Eye Film. In 2012 Charlie established a unique education scheme in the UK forming the country's first 'Learning Company', where students work 9-5, 5 days per week whilst studying for a Diploma. Working on professional briefs the students produce content for real clients, to real deadlines. He now employs several of his graduates. Throughout his career Charlie has worked with students, schools and colleges to find, nurture and create the next generation of filmmakers. He now runs short training courses for staff and pupils on how to create video content.



John Medicott  
Director at JMC Education

John Medicott (@johnmedicott) is the Director of JMC Education, the consultancy group whose unique bespoke approach to CPD has led to them being in high demand in schools and colleges across the UK and the world ([www.jmcinset.com](http://www.jmcinset.com)). JMC is a particularly familiar name in the independent and international sectors, where they are highly regarded and support numerous associations such as COBIS, ISP, SATIPS, ISA and IAPS. He previously held several key academic and pastoral leadership roles in schools and colleges. John still teaches in an Ofsted Outstanding School and has taught Science for over 20 years. As a teacher trainer & school improvement consultant he works with schools across the UK and internationally. He is consistently graded as "outstanding" by delegates on their evaluation forms. John is a regular Keynote speaker and workshop provider in School Leadership, Marketing and Teaching and Learning.





Marcelo López Lara  
CEO at GANUC

With expertise of more in the Management, Marketing and Cross Cultural Communication fields, he has exercised consulting and training as the paths to deliver the message to focus on the few and not the many and to work really hard to achieve relevant goals. Via his teaching, he has changed the lives of many in three different continents for more than 27 years. Some of the countries where he has worked are the UK, Spain, Kazakhstan, Mexico, France, the US and Italy. This international experience includes work with both the private and public sectors across multiple industries (retail, education, oil and gas, media, car, hospitality and service) for companies like PepsiCo, GE, Cisco, Kraft, Land Rover, Lloyd's Register, Chevron, BP, Walmart, IBM, Nissan, Baxter, Arvin Meritor. Regarding education, he has been a passionate language teacher and is now working towards getting his PhD degree with focus on the teaching practices of mixed-age groups in rural ungraded schools.



Max Eisl Director of Sales



For close to two decades, Max Eisl has worked with schools in various capacities. For the past nine years, he has consulted with international schools on technology, including managing student information, enriching online learning, and optimizing online communications. Prior to his technology consulting career, he was both a classroom teacher and a dedicated school principal. Born in Austria, Max lived in Germany and The Netherlands before settling in the United States. He is a frequent speaker at conferences and workshops around the globe sharing his expertise and vision on digital marketing and communications to enable schools to Recruit, Retain and Engage their community. He holds a B.S. in Chemistry/Comprehensive Science/Secondary Education and M.A. in Educational Leadership and is the proud father of three boys.

An aerial photograph of Nur-Sultan (Astana) at dusk. The city is illuminated with warm lights, and the sky is a mix of orange and blue. The Ak Orda Tower, a prominent landmark with a golden sphere on top, stands in the foreground. The city is filled with modern buildings and a large circular plaza. The ground is covered in snow, and there are many trees. The text "Things to do in Nur-Sultan (Astana)" is overlaid on the image.

Things to do  
in Nur-Sultan  
(Astana)



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Take a tour of this beautiful city with a ‘hop-on-hop-off’ red bus tour.

Tickets for the ‘hop-on-hop-off’ Red bus tour of Astana can be booked online directly with the provider, simply follow the link above ‘Book a City Excursion’ [www.redbus.kz/en](http://www.redbus.kz/en).

If you have any questions please join our WhatsApp group

<http://bit.ly/COBISNurSultan2019>.

The bus can pick up from outside the Khan Shatyr Mall, a 5-minute walk from the Marriott Hotel.



We recommend a visit to the Expo park, where there is an excellent future energy museum in a fantastic building with views across the city.

EXPO 2017 was hosted in Nur-Sultan (Astana) and today the facility holds a really interesting museum on future energy with many interactive exhibits on each of the 10 levels. We highly recommend a visit. It sits next to a shopping mall and food court. You can arrange a taxi to the site for approximately 3-4 Euro from the hotel and entry is 7-8 Euro.



A visit to Nur-Sultan (Astana) absolutely must include a visit to the Baiterek. Enjoy a drink 97m up the 105m tall monument and from your 360-degree view, choose where to head to next; the President's Palace ('Akora') or the Khan Shatyr (the largest tented building in the world).

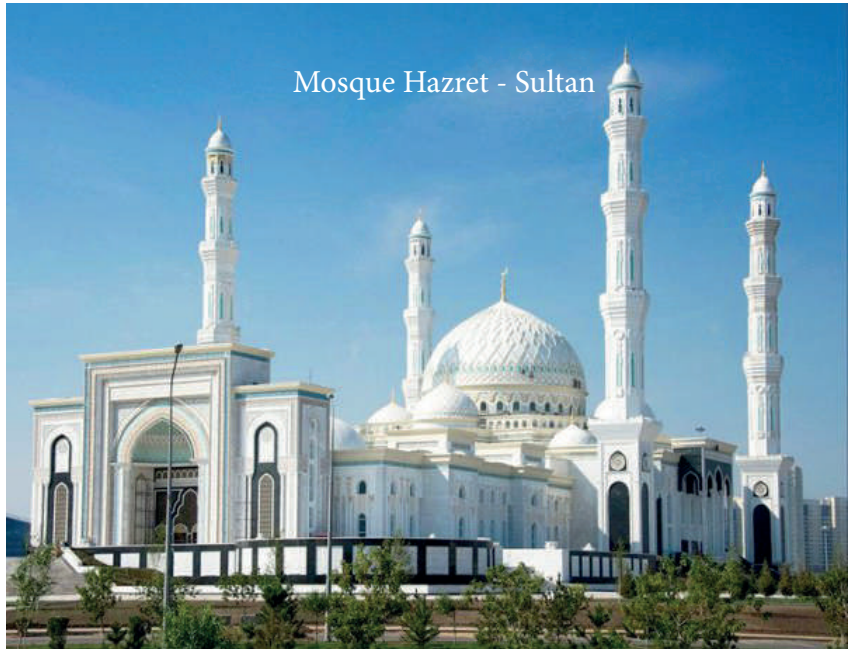




Astana Opera -



Mosque Hazret - Sultan



## Cultural events in Astana from 23<sup>rd</sup> - 27<sup>th</sup> April

Astana Opera, Kunaev street, 1



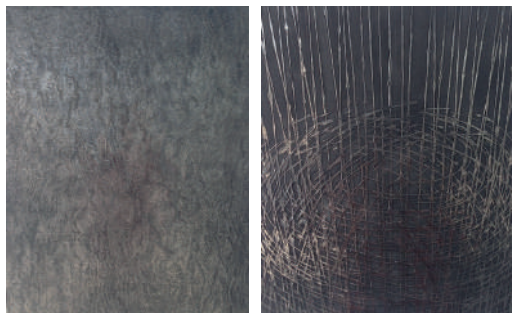
The Barber of Seville | 27<sup>th</sup> April at 18:00

Astana Opera, Kunaev street, 1



“FORTE-TRIO Invites” An Evening of Music  
by S. Rachmaninov | 25<sup>th</sup> April at 19:00

Forte Space at ForteBank  
Dostyk 8/1 at 18:30



Exhibition of Japanese artist Yasuaki  
Onishi “VERTICAL EMPTINESS”

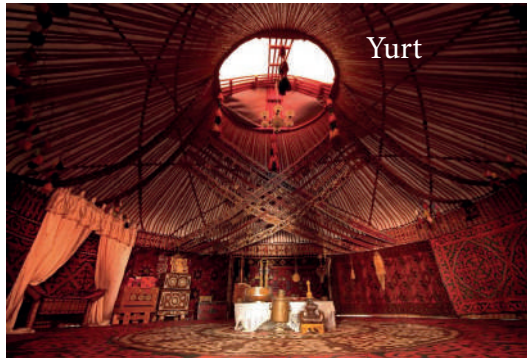
Astana Opera, Kunaev street, 1



KARAGOZ | 24<sup>th</sup> April at 19:00









Kazakhstan nature



Traditional food



Kumis

# Dates and events: Recent history of Nur-Sultan (Astana)



**June 2007**

The Astana Economic Forum is an annual event attracting delegates from 150 countries. The Forum is an international platform that connects economic thought, idea and best practice.



**September 2003**

Astana hosted the first Congress of Leaders of World and Traditional Religions, with the participation of the most respected representatives of Islam, Christianity, Shintoism, Hinduism and Buddhism.

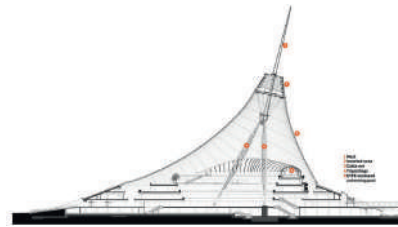


**October 2009**

Inauguration of the "Qazaq Eli" monument at the country's main square, the Square of Independence.

July 2010

Opening of the “Khan Shatyr” shopping centre, designed by the renowned architect, Norman Foster. Height of the building is 150 m with a floor area of 127,000 sq.m.



Last year a record 2.36 million sq.m. of housing was build, making up 25% of the national volume (the level of housing provision in the capital reached 29.6 sq.m. per person)

In two decades, Nur-Sultan (Astana) has made a fantastic leap in its development in all directions. The population of the city has tripled in 20 years (from 327,000 people in 1998 to more than a million in 2018). The Annual Fixed Investment has grown ignificantly since 1997, and in 20 years amounted to almost KZT 8 trillion or \$42 billion in total. KZT 1.6 trillion was invested into housing construction in the capital, with 1265 apartments buildings and 180,000 apartment created. More than 9 million sq.m. of housing has been created in Nur-Sultan (Astana) in the past five years.



## January - February 2011

VII Asian Winter games were held in Astana and Almaty, for the first time.

22 December 2012

Astana won the vote of 161 representatives of member countries of the International Bureau of Exhibitions, to be selected as a host for the International Specialized Exhibition, EXPO-2017.



**Bureau  
International  
des Expositions**

## 2011

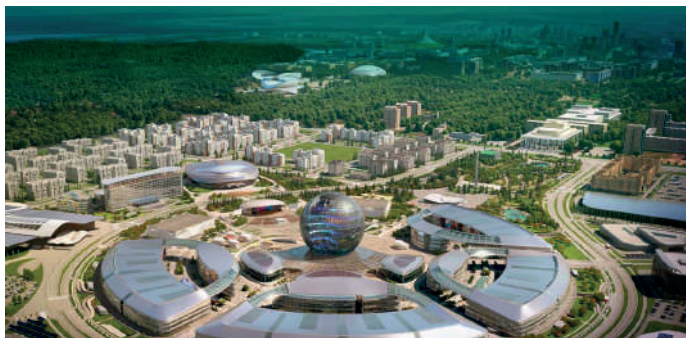
Inauguration of the 20-meters-high Triumphal Arch, “Mangilik Yel”, took place on to the 20<sup>th</sup> anniversary of Astana.



## June 2017



Opening of the “EXPO-2017 International Exhibition.





## June 2018

The nation's capital, Astana, is located in the heart of Kazakhstan, on the windswept northern steppe. The city has been transformed into a 21st-century showpiece, accentuated with bold, futuristic architecture.

IRONMAN 70.3 Astana is one of the latest races to come to Central Asia. The race is an exciting addition to the city and opens doors for athletes from all over the world to experience this unique and exciting region.



## March 2019

Qasym-Zhomart Toqayev was sworn in as interim president of Kazakhstan in Astana on March 20<sup>th</sup> 2019.

Kazakhstan has renamed its capital Astana to Nur-Sultan to honour the outgoing leader Nursultan Nazarbayev.



## Haileybury Astana

Haileybury Astana was opened by President Nazabayev in 2011 and is an IB World School preparing young people to become leaders of the future and to achieve their dream of attending a world top university. From an early age, pupils take part in a wide range of activities to challenge and extend their knowledge and skills in an increasingly global world. Above all, however, Haileybury Astana is a school that cares for every one of our pupils as we guide and support them into an exciting future.

We are committed to safeguarding in our schools, and so all of our teachers and staff are checked to ensure they are safe to work with children.

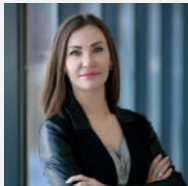
School Headmaster Mark Smith is passionate about the importance of educating each child and is a strong advocate of the importance of music, drama, art and sport in the curriculum. He has coached a number of sports to a high level. After graduating in economics from Lancaster University, England, Mark has spent over 30 years teaching in some of England's most prestigious independent schools.



Mark Smith | Headmaster



## Event Organisers



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Paul Silvanus

Event Manager

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## Venue

**Forte Space at ForteBank**

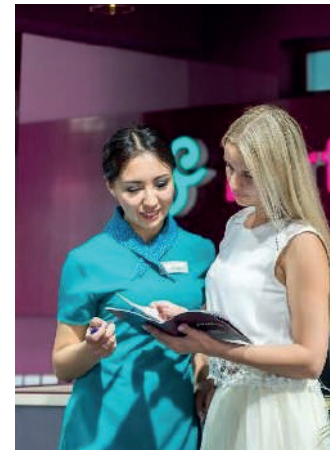
Dostyk 8/1, Nur-Sultan

9<sup>th</sup> Floor





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Haileybury Astana is committed to safeguarding in all aspects of education.